



## ...a local campaign to reduce pollution due to engine idling...

Dear Resident,

Enclosed: a small number of leaflets in support of a local initiative to reduce pollution due to vehicle idling.

Your participation is simple. Keep a leaflet with you, in a pocket or bag when you are out and about. If you happen to pass a vehicle that looks like its engine has been running while stationary for longer than a minute, then:

1. Tap on the window, say you represent a local initiative
2. Give the driver the leaflet, saying you have some information for them.
3. Smile and walk away.

There are other initiatives in London to do with engine idling i.e. *idlingaction.london* as part of the Mayor's Air Quality Fund. The campaign is geared to education and behaviour change, provides training and information on the effects of car pollution and requires volunteers to take part in Action Days.

Our local self-funded initiative achieves the same results but is targeted as required: educates, informs and corrects behaviour at the point of need.

It can involve every Londoner and is ideal for parking enforcement officers and school gate supervisors amongst others.

By passing just a couple of leaflets to friends and family you can spread the word and help our London communities breathe again.

For more leaflets or to hear more stories of how effective the campaign has been, go to our website.

The Air We Breathe

[www.theairwebreathe.uk](http://www.theairwebreathe.uk)